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A Nutrition Guide

USDA
LIB

ANNUAL
REPORT

SEP 8 1944

Our bodies are the private houses we live in

Every man's body is his personal house. Like other houses intended to serve us the better part of a century, our bodies need proper materials for building, repair and servicing.



The foods we choose to eat are those materials. On them much of our life and health...our most priceless possessions...depends.



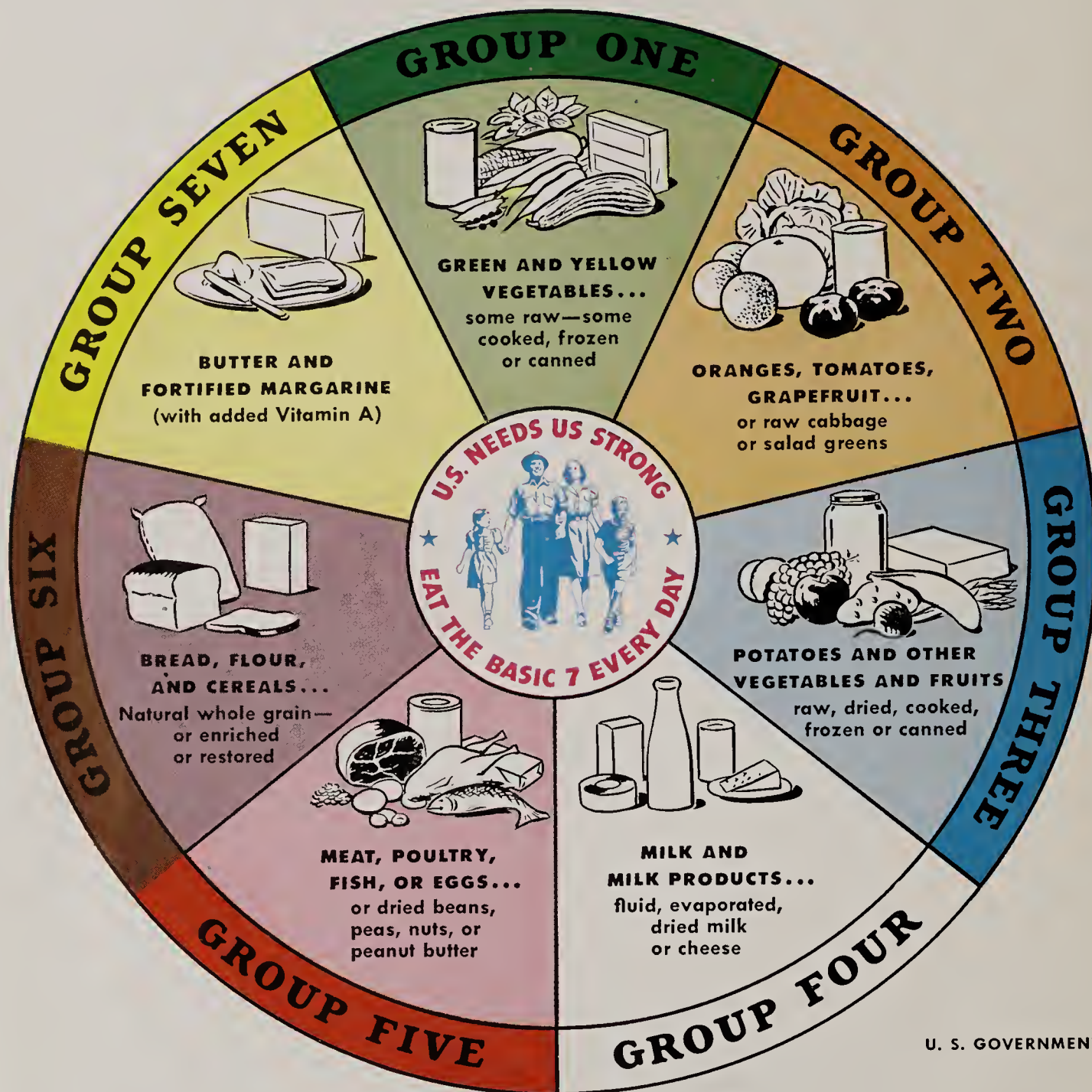
Thus, it is a privilege to bring you this story of the foods the body needs.

SEP 13 1944

SEP 8 1944

What shall we eat today?

UNCLE SAM RECOMMENDS THE BASIC 7 FOOD GROUPS



U. S. GOVERNMENT CHART

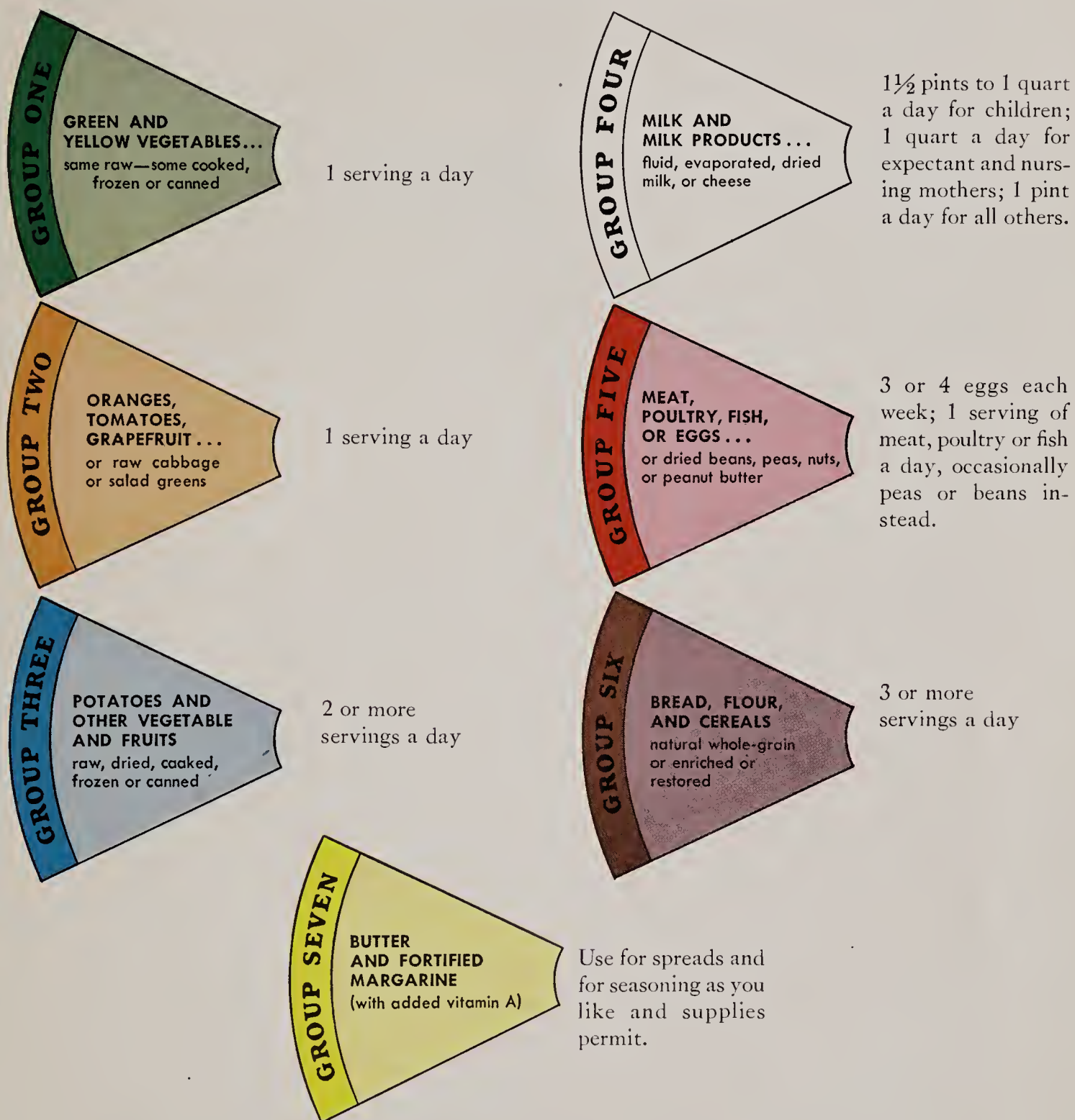
If supplies of some foods are limited, and others are rationed, adequate diets can still be maintained *when people learn how to use the Basic 7 Food Groups.*

For valuable assistance in the selection of foods for each day's meals according to U. S. government standards of good nutrition, consult the following pages.

PLANNING FOR GOOD NUTRITION

These are the sections of the **CIRCLE OF BASIC FOODS**
Include some from each section to complete your circle

(For assistance in selecting foods for each day's meals according to standards of good nutrition, consult the following pages.)



In addition, for all growing children and for the expectant or nursing mother, be sure to provide 400 units a day of vitamin D in the form of vitamin D milk, fish liver oil or vitamin D concentrate.

The average adult should be provided with vitamin D—up to 400 units daily—particularly during seasons when there is very little exposure to sunshine.

Make up the rest of your diet by using any other foods you like, or additional servings from groups I, II, III and VI, according to your preference and as the availability of these foods permits.

For adequate protein, vegetarian diets should have more liberal quantities of cheese, eggs, milk, dried legumes, cereals, and nuts than diets which include flesh foods.



















MEAL PATTERNS FOR GOOD NUTRITION

WITH THE BASIC 7 FOOD GROUPS

In planning the meals for the family the same *basic* pattern can be used to meet the needs for those who do light work, moderate work or heavy work.

Children beyond babyhood can most conveniently share in the family meals, when the food is simply prepared and the children's extra needs for milk are adequately provided.

SERVINGS FOR DIFFERENT KINDS OF WORK

| A GOOD BREAKFAST —A GOOD START! | LIGHT WORK | MODERATE WORK | HEAVY WORK | A SATISFYING LUNCH—AN EFFICIENT AFTERNOON | LIGHT WORK | MODERATE WORK | HEAVY WORK | A GOOD DINNER— AFTER A BUSY DAY | LIGHT WORK | MODERATE WORK | HEAVY WORK |
|--|---|---|---|---|---|---|---|---|---|---|---|
| |  |  |  | |  |  |  | |  |  |  |
| |  |  |  | |  |  |  | |  |  |  |
| FRUIT (Group 2 or 3) Citrus or other fresh fruit in season, dried or canned fruit or tomato juice | Average Servings | Average Servings | Average Servings | MAIN DISH (Group combination) Cream soup, dried beans or peas, vegetable or cereal with meat, fish or cheese (stew; meat, fish or cheese loaf; sandwiches, etc.) | Small Servings | Average Servings | Generous Servings | MEAT, POULTRY OR FISH (Group 5) | Average Servings | Average Servings | Average Servings |
| *CEREAL (Group 6 and 4) Ready-to-eat or hot cereal with milk (sugar if desired) | Average Servings | Average Servings | Generous Servings | SALAD (Group 1 or 2) Raw carrot, cabbage, green-leaf or combination salad | Average Servings | Average Servings | Average Servings | POTATO (Group 3) SWEET POTATO (Group 1) TURNIP OR SQUASH (Group 3) | Small Servings | Average Servings | Generous Servings |
| MILK (Group 4) EGG (Group 5) With or without bacon | Average Servings | Average Servings | Generous Servings | **BREADS (Group 6) Muffins, bread, biscuits or rolls | Small Servings | Average Servings | Generous Servings | OTHER COOKED VEGETABLE (Group 3) | Small Servings | Average Servings | Generous Servings |
| **BREADS (Group 6) Toast, bread, rolls, muffins, biscuits, waffles, griddle cakes or French toast | Small Servings | Average Servings | Generous Servings | BUTTER, FORTIFIED MARGARINE OR PEANUT BUTTER (Group 7 or 5) | Small Servings | Average Servings | Generous Servings | SALAD (Group 3) Raw or cooked vegetable; raw, cooked or canned fruit, alone or in combinations or relish | Average Servings | Average Servings | Average Servings |
| BUTTER OR FORTIFIED MARGARINE (Group 7) | Small Servings | Average Servings | Generous Servings | FRUIT (Group 3) Fresh, canned, baked or stewed | Average Servings | Average Servings | Average Servings | **BREADS (Group 6) Rolls, bread, muffins, cornbread, biscuits | Small Servings | Average Servings | Generous Servings |
| SWEET SPREADS Marmalade, jelly, jam, sirup or preserves | Small Servings | Average Servings | Generous Servings | SWEET CAKE (Group 6) Cookie, wafer or cup cake | None | Average Servings | Generous Servings | BUTTER OR FORTIFIED MARGARINE (Group 7) | Small Servings | Average Servings | Generous Servings |
| COFFEE OR TEA for adults if desired MILK (Group 4) for children | | | | MILK (Group 4) for everyone | | | | HOT BEVERAGE for adults if desired MILK (Group 4) for children | | | |

*Whole-grain, restored or enriched varieties.

**Made with enriched or whole-grain flour.

PLANNING FOR GOOD NUTRITION

PROTEINS

primarily for building and repair of soft tissues.

CALORIES

for furnishing body heat and energy.

MINERALS

for regulating body processes, for development and upkeep of the skeleton and teeth.

VITAMINS

as aids for the development and upkeep of normal body structures, for smooth and efficient body functioning.

PROTEINS—Primarily for building and repair of soft tissues

Protein eaten in excess of the needs for building or repair becomes a source of calories. To get the proper kind of protein we need, about $\frac{1}{3}$ to $\frac{1}{2}$ of it should be provided by eggs, meat, fish, poultry, and dairy products; the rest can be obtained from cereal products and vegetables.

CHILDREN should get their protein from milk and suitable portions of other simple, well-prepared foods as provided for the rest of the family.

Choose Proteins each day from these 3 groups of foods:

CHOOSE ONE FROM THIS GROUP EVERY DAY

FOR CHILDREN

| | |
|--------------------|--------------------------|
| Milk, whole, fluid | $\frac{3}{4}$ to 1 quart |
| Milk, evaporated | $\frac{3}{4}$ to 1 pint |

FOR ADULTS

| | |
|---------------------|------------|
| Milk, whole or skim | 1 pint |
| Milk, evaporated | 1 cup |
| Cheese, cottage | 3 oz. |
| Cheese, hard types | 2 to 3 oz. |

Follow the doctor's directions in preparing milk formulas for the baby.

CHOOSE AT LEAST ONE FROM THIS GROUP EVERY DAY

| | | | | | |
|---------------------|-----------------|---------------------------------|-----------------|------------------------|-------------------|
| Beef, lean, any cut | 4 oz. | Heart (beef, veal, lamb, pork) | 4 oz. | Mutton, lean | 4 oz. |
| Cheese, cottage | 3 oz. | Kidney (beef, veal, lamb, pork) | 4 oz. | Pork chops | 2 medium |
| Cheese, hard type | 2 to 3 oz. | Lamb chops | 1 thick | Pork, lean, fresh | 4 oz. |
| Chicken | average serving | Liver (beef, veal, lamb, pork) | 4 oz. | Soybeans, dried cooked | $\frac{1}{2}$ cup |
| Duck, goose, turkey | average serving | Liver loaf | average serving | Sweetbreads | 4 oz. |
| Eggs | 2 large | Meat, cold cuts | 4 oz. | Veal | 4 oz. |
| Fish, any kind | 5 oz. | Meat hash, loaf, stew | average serving | Veal loaf or birds | average serving |
| Ham, lean | 4 oz. | | | | |

CHOOSE THREE OR MORE FROM THIS GROUP EVERY DAY

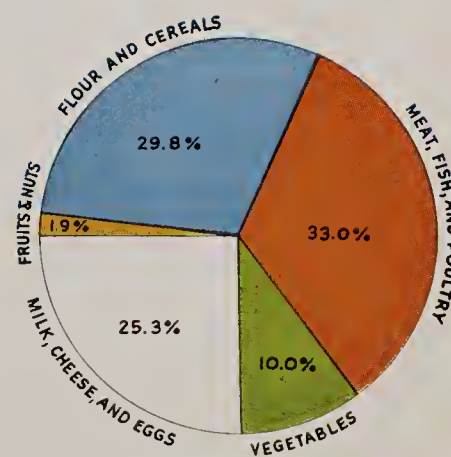
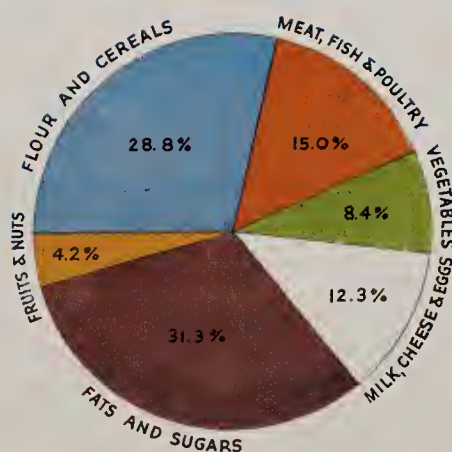
Choices can be 3 or more portions of the same item or include several different food items

| | | | | | |
|--------------------------|--------------------------|-------------------------|-------------------|---------------------|--------------------------|
| Beans: | | Whole wheat | 2 slices | Gingerbread | 2 inch cube |
| Baked | $\frac{1}{3}$ cup | Bread pudding | $\frac{2}{3}$ cup | Griddlecakes | 3 (4 inch diam.) |
| Lima, dried | $\frac{1}{3}$ cup cooked | Cereal breakfast food:* | | Indian pudding | $\frac{2}{3}$ cup |
| Lima, fresh | $\frac{1}{2}$ cup cooked | Hot cooked | $\frac{3}{4}$ cup | Macaroni | $\frac{3}{4}$ cup cooked |
| Navy, dried | $\frac{1}{3}$ cup cooked | Ready-to-eat | 1 oz. | Macaroni and cheese | $\frac{2}{3}$ cup cooked |
| Biscuits | 2 medium | Cinnamon rolls | 2 medium | Muffins | 2 medium |
| Bread (or toast): | | Corn, sweet | $\frac{1}{2}$ cup | Peas, dried, canned | $\frac{1}{2}$ cup cooked |
| Enriched white | 2 slices | Cornbread | 2 inch cube | Rice pudding | $\frac{2}{3}$ cup |
| Raisin | 2 slices | Cornmeal mush | $\frac{3}{4}$ cup | Waffles | 1 (7 inch diam.) |
| Rye | 2 slices | Dinner rolls | 2 medium | | |

*One ounce of dry cereal, ready-to-eat or to-be-cooked, is an average serving.

One slice of bread is calculated as one ounce of fresh bread—16 slices per one pound loaf.

Percentages of
PROTEIN
and CALORIES
contributed to the
average American
diet by different
food groups:



PLANNING FOR GOOD NUTRITION

PROTEINS
primarily for building and repair of soft tissues.

CALORIES
for furnishing body heat and energy.

MINERALS
for regulating body processes, for development and upkeep of the skeleton and teeth.

VITAMINS
as aids for the development and upkeep of normal body structures, for smooth and efficient body functioning.

CALORIES are measures of the heat or energy values of foods

Sugars, fats, and starches are the principal sources of calories. Protein eaten in excess of the body's needs for building and repair also furnishes calories. If our daily diets provide more calories than the body requires to meet its needs for body heat and physical activity, body weight is very likely to increase. If you are overweight, study page 7 carefully.

THESE FOODS PROVIDE ABOUT 100 CALORIES EACH

| | | | | | |
|--------------------------------------|-----------------------|-------------------------------|-----------------|------------------------------------|----------------|
| Apple | 1 large | Cabbage, raw | 3½ cups chopped | Mayonnaise dressing | 1 tbsp. |
| Asparagus | 15 to 20 stalks | Carrots, fresh | 3 to 4 medium | Milk, skim, fluid | 1½ cups |
| Bacon, cooked | 3 to 4 average slices | Cauliflower | 1 small head | Muskmelon | 1 medium |
| Banana | 1 small | Cereal breakfast foods:* | | Mustard greens | 2½ cups cooked |
| Beans: | | Hot cooked | ½ to ¾ cup | Oranges | 2 medium |
| Baked | ⅓ cup | Ready-to-eat | 1 oz. | Orange juice | ½ cup |
| Green snap (1 inch pieces) | 2 cups | Cheese, American | 1⅛ inch cube | Peaches | 2 medium |
| Lima, fresh or canned | ½ cup | Cheese, cottage | 5 tbsp. | Peanut butter | 1 tbsp. |
| Lima, dried | ⅓ cup cooked | Corn, sweet | 1 medium ear | Peas, green | ¾ cup |
| Navy, dried | ⅓ cup cooked | Cream, coffee | ¼ cup scant | Pear | 1 large |
| Beets (2 inch diam.) | 4 beets | Dates | 3 to 4 medium | Plums | 5 medium |
| Beet greens | 1½ cups cooked | Eggs | 1⅓ eggs | Prunes | 4 medium |
| Biscuits | 2 small | Flour, enriched | ¼ cup sifted | Potato (boiled, steamed) | 1 medium |
| Bread (or toast): | | Flour, whole wheat | ¼ cup | Rice | ¾ cup steamed |
| Enriched white | 1⅓ slices | Grapes | 24 medium | Roll, hard, French | 1 medium |
| Rye | 1⅓ slices | Grapefruit | ½ medium | Spinach | 2½ cups cooked |
| Whole wheat | 1⅓ slices | Grape juice | ⅔ cup | Strawberries | 25 large |
| Brussels sprouts | 12 sprouts | Ham, boiled | 1 thin slice | Tomatoes | 4 medium |
| Butter | 1 tbsp. | Hard sauce | 1 tbsp. | Tomato juice | 2 cups |
| Buttermilk | 1⅓ cups | Macaroni, spaghetti | ¾ cup cooked | | |

*One ounce of dry cereal, ready-to-eat or to-be-cooked, is an average breakfast serving.

One slice of bread is calculated as one ounce of fresh bread—16 slices per one pound loaf.

THESE FOODS PROVIDE ABOUT 200 CALORIES EACH

| | | | | | |
|---|-----------------|---|-----------------|-------------------------------------|-----------------|
| Apple, baked with 2 tbsp. sugar | 1 large | Chocolate pudding | ½ cup | Liver | 2 to 3 oz. |
| Beans, baked | ⅔ cup | Cookies, average (2 inch diam.) | 2 | Macaroni and cheese | ⅔ cup cooked |
| Beef, roast | small serving | Cup cake, thinly frosted | 1 cake | Meat loaf | average serving |
| Bread pudding | ½ cup | Custard | ⅔ cup | Milk, whole, fluid | 1-1/5 cups |
| Cake, plain, unfrosted | 2 inch cube | Doughnut | 1 | Muffin, plain or cornmeal | 1½ muffin |
| Cake, angel, frosted | average serving | Fish, average | average serving | Orange ice | ½ cup |
| Chicken, chopped | 4/5 cup | Halibut | 6 oz. | Salmon, canned | ⅔ cup |
| Chicken salad | ½ cup | Gingerbread | 2 inch cube | Spice cake, unfrosted | average serving |
| Chocolate éclair, filled, iced | 1 | Ice cream, vanilla | ½ cup | Veal chop | 1 medium |
| Chocolate, hot | ⅔ cup | Lemon milk sherbet | ½ cup | Waffle (7 inch diam.) | 1 |

THESE FOODS PROVIDE 300 TO 350 CALORIES EACH

| | | | | | |
|-----------------------------------|-----------------|--------------------------------------|-------------------|------------------------------------|-----------------|
| Cake, moderate-frosting | average serving | Milk, whole, fluid | 1 pint | Potato salad | ¾ cup |
| Chop suey, American | ¾ cup | Pie, fruit or custard type | | Steak, sirloin or T-bone | 4 oz. |
| Ham, fried, medium lean | 4 oz. | (8 inch pie) | 1/6 to 1/5 sector | Swiss steak | average serving |
| Lamb chop | 1 thick | Pork chop | 1 medium | Waldorf salad | ⅔ cup |

Overweight is a health hazard

Which foods make us fat? We become overweight or fat, not because we include certain foods in our diets, but because the *sum total of all the calories* in our diets *exceeds* the calories needed by our bodies to furnish heat and energy and,

in the case of children, to promote growth. The *excess* calories included in our diets are stored chiefly as body fat. Most cases of overweight are due to overeating. If you are overweight, which petals of the daisy hold your secret?



★Tea and coffee without cream or sugar have practically no caloric value. Cream and sugar in tea and coffee, the sugar sirups or alcohol in fruit juices, in carbonated or fermented beverages do contribute substantial caloric value.

FOR PROTECTION OF YOUR HEALTH

Eat three simple nutritious meals a day... guard against bad food habits—Some people could control their weight and feel better, too, if they took more exercise. A few of us are overweight because we are in need of medical care. If eliminating the non-essentials in our diets does not keep our bodies trim, we should seek our doctor's advice.

Underweight is a health hazard too—Reducing can be carried too far. Dietary restrictions that lead to marked underweight are serious health hazards. Adolescents sometimes undermine health by starving their bodies at a critical and formative period in their development. In adolescence *a few pounds overweight* is an asset to health.

PLANNING FOR GOOD NUTRITION

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for furnishing body heat and energy.

MINERALS

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VITAMINS

as aids for the development and upkeep of normal body structures, for smooth and efficient body functioning.

MINERALS — for regulating body processes, for development and upkeep of the skeleton and teeth

Only a few of the minerals we need require special attention in food selection.

CALCIUM AND PHOSPHORUS are chiefly responsible for the strength and rigidity of our teeth and bones. The soft tissues need some of these too.

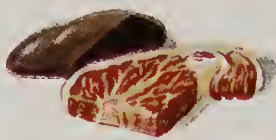
IRON in the red blood cells is the body's oxygen carrier, and it regulates some other important body functions as well.

IODINE in very small amounts is needed as an aid to regulating our energy level.

*When you think of **MINERALS** think of these:*



MILK FOR CALCIUM AND PHOSPHORUS



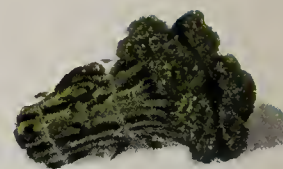
LIVER AND MEAT FOR IRON AND PHOSPHORUS



ENRICHED BREAD FOR IRON



EGGS FOR IRON AND PHOSPHORUS



GREEN LEAVES FOR CALCIUM AND IRON

FOODS RICH IN CALCIUM

Milk, whole
Milk, skim
Milk, evaporated
Buttermilk
Cheese, hard types
Broccoli
Cabbage, green
Collards
Dandelion greens
Kale
Mustard greens
Turnip greens
Watercress

FOODS RICH IN IRON

Apricots, dried
Beans, dried
Beet greens
Bread, enriched
Bread, whole-grain
Cereals, whole-grain & restored
Dandelion greens
Eggs
Kale
Lean meats
Liver
Mustard greens
Peaches, dried
Soybeans
Turnip greens

FOODS RICH IN PHOSPHORUS

Milk, whole
Milk, skim
Milk, evaporated
Buttermilk
Beans, dried
Cereals; breakfast cereals, flour, bread-stuffs
Eggs
Fish
Lean meats
Liver
Poultry, all kinds
Soybeans

Children require liberal amounts of milk (1½ pints to 1 quart) each day to provide the calcium and phosphorus needed for building strong bones and teeth. Adults should have at least a pint of milk a day to help provide the calcium they need. Adults can, if they prefer, take all the milk they need each day by using milk on cereal breakfast foods, in soups, on baked fruits, in puddings, in milk sherbets, and in ice creams.

There is no need for special consideration of phosphorus provided our diets are adequate in calcium and protein. Phosphorus is relatively abundant in foods that are important sources of calcium or protein.

The small amounts of **IODINE** we need can be provided by eating sea foods (not fresh-water fish), by using iodized salt, or by eating vegetables known to have been grown on iodine-rich soil (this type of

soil is along the sea coasts where the salt-water spray from the sea drifts in and settles on the soil).

A host of other minerals are needed, too, but they are well-provided for in average diets containing a variety of food items.

None of the minerals is destroyed in cooking procedures, but many of them dissolve out in cooking liquids. To retain the full mineral values of foods we should cook with a minimum of water and use the cooking liquids.

A WORD ABOUT TABLE SALT—during profuse perspiring, we lose not only moisture from the skin but also salt. Persons exposed to extremely hot temperatures should take salt tablets or drink water to which a small amount of salt is added.

PLANNING FOR GOOD NUTRITION

For normal and efficient body-functioning our bodies need vitamins too!

VITAMIN A is essential for normal development and upkeep of the body surfaces — the skin and the mucous membranes or inner linings of body organs. This vitamin is also essential for normal visual adaptation to dim light or prevention of nutritional night-blindness.

RICH SOURCES OF VITAMIN A

Beet greens
Broccoli, with buds
Carrots, deep yellow
Chard, Swiss

Collards
Dandelion greens
Fish liver oils
Kale
Liver

Mustard greens
Spinach
Hubbard squash
Sweet potato

Eat at least ONE food from this group every day.

When you think of vitamin A-rich foods, think of dark green leaves and yellow vegetables.

IMPORTANT SOURCES OF VITAMIN A IN THE AMOUNTS ORDINARILY EATEN

Apricots, fresh, dried or canned
Beans, green snap
Butter or margarine,
fortified with vitamin A
Eggs

Kidney, beef
Lettuce, unheaded, green
Milk, fluid, whole
Muskmelon

Okra
Peaches, yellow varieties
Persimmons
Pumpkin
Tomatoes

VITAMIN D is essential for growth, for normal development and for promoting the best use of calcium and phosphorus in developing and maintaining the skeleton and teeth

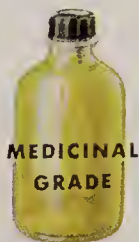
This vitamin is not provided in adequate amounts in ordinary food items

THE ONLY ADEQUATE SOURCES ARE:



VITAMIN D MILK

OR



FISH LIVER OIL

OR



VITAMIN D CONCENTRATE

OR



EXPOSURE OF THE BODY TO THE SUN'S RAYS
OR OTHER SOURCE OF ULTRA-VIOLET LIGHT

Some canned evaporated milks and other processed foods also contain vitamin D. (Read the labels.) Eggs, liver, cheese, and fatty fish contain small but variable amounts of vitamin D.

If all children got the vitamin D they needed and the daily amounts of milk recommended for them, rickets would be a rare disease and

they would have stronger bone structures, sounder teeth as well.

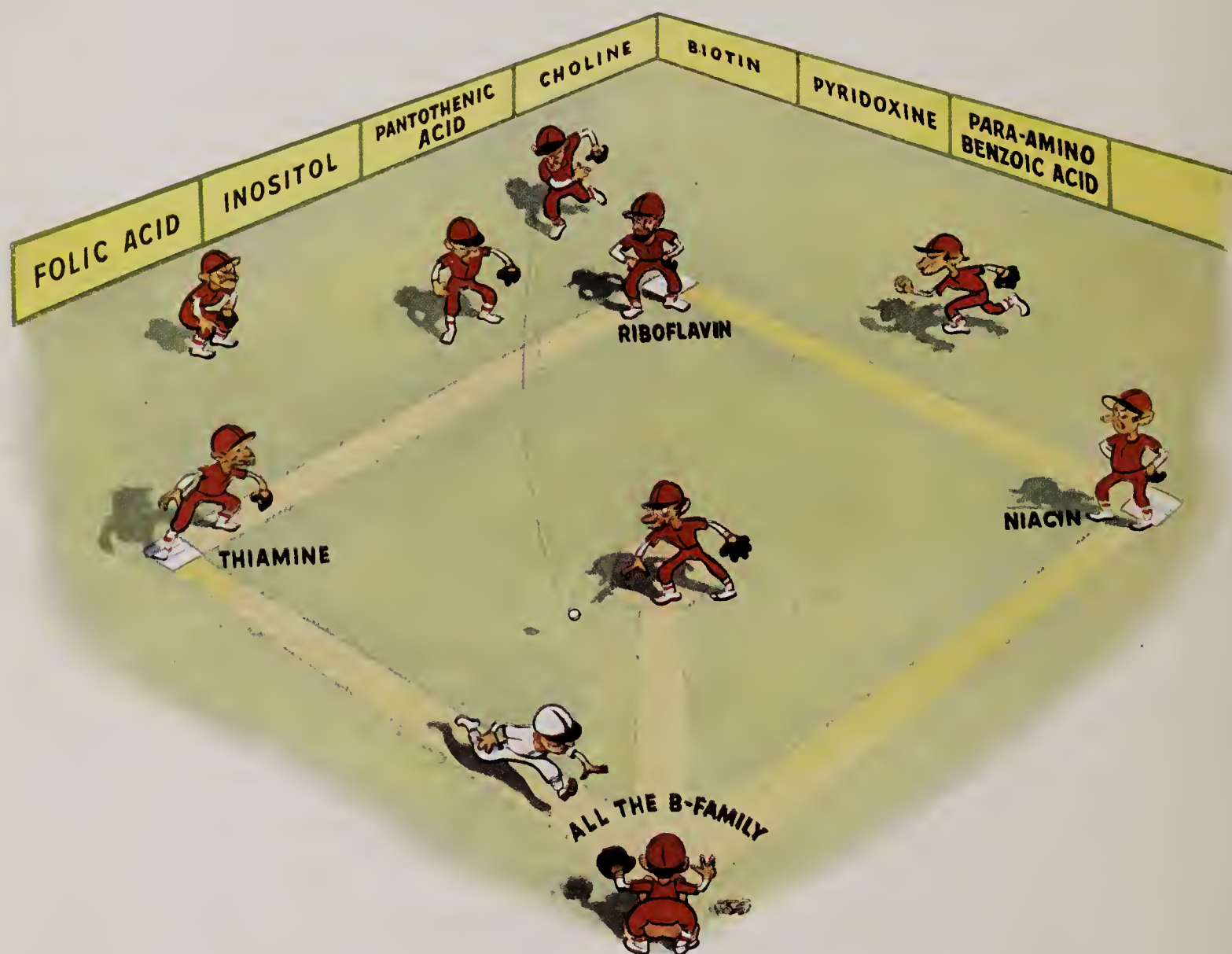
Vitamins A and D are not soluble in water and are not appreciably destroyed by ordinary methods of cooking.

Special attention should be given to an adequate supply of vitamin D, particularly during the cold winter months. (See Page 3.)

THE VITAMIN B FAMILY in adequate daily amounts is essential for the highest physical fitness, for combating unnecessary fatigue and for normal appetite, digestion and body-use of foods.

Thiamine (or vitamin B₁), riboflavin (or vitamin G), niacin (another B vitamin), and others less widely known are found in common foods.

The vitamin B family members occur in association with one another in different proportions in a wide variety of foods. *They work in unison* in our bodies. Recent discoveries of new B vitamins in foods have increased the vitamin B family to a total of ten members.



ALL THE VITAMIN B FAMILY

Our bodies cannot store important reserves of the vitamin B family—so we must go to bat each day.

The strange names on the fence are recently discovered members of the vitamin B family. But these are adequately provided if we get the niacin, riboflavin, and thiamine we need each day from common foods, for common foods also carry these newly discovered B vitamins.

Many folks lose out at third base (thiamine). But those who get past first, second, and third base (niacin, riboflavin,

and thiamine) by a safe margin seldom miss making “home”—getting all the B vitamins they need in their diets.

If we plan our diets around the quantities of the seven basic food groups recommended on page 3, we can obtain adequate amounts of the B vitamins and thus make our home run.

Study pages 3 and 11 when you go to bat for good nutrition—make a home run—get all of the vitamin B family you need in *foods* you eat.

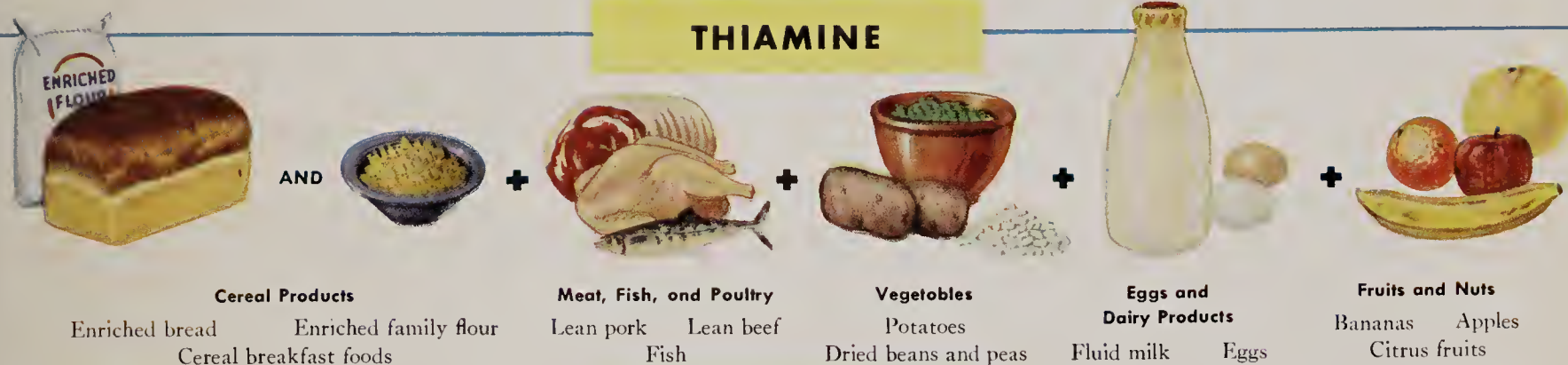
FOODS RICH IN THE WIDELY KNOWN MEMBERS OF THE VITAMIN B FAMILY

None of the ten vitamins in the vitamin B family occurs singly in common foods. Wherever one has been found, it has always been found in association with one or more other members of the big ten.

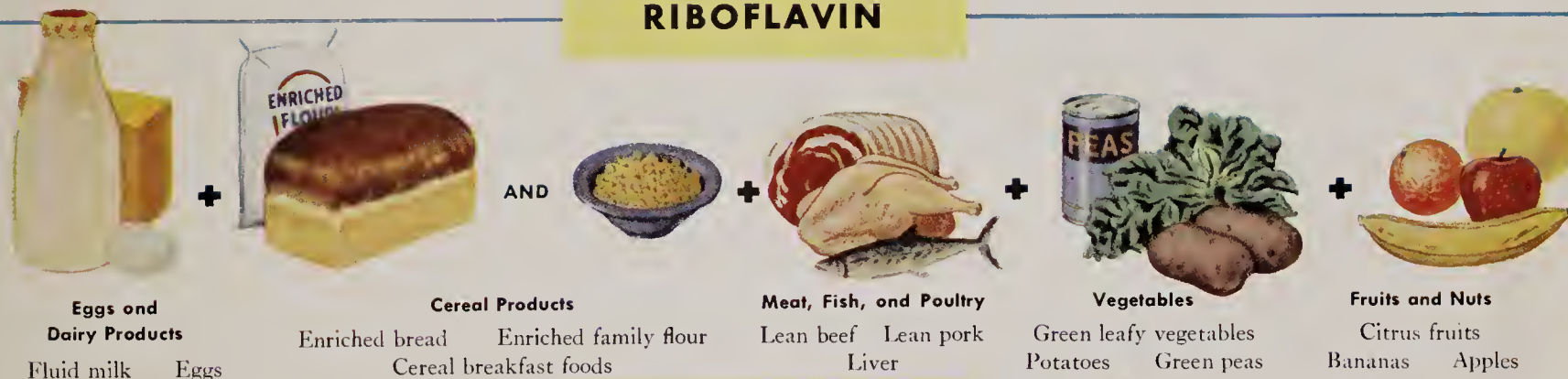
The amounts of some of the recently discovered B vitamins in common foods are not well known, but in practical food selection we can be reasonably assured that if we get adequate supplies of thiamine, riboflavin, and niacin from the foods we eat, these same foods will supply adequate

amounts of the rest of the vitamin B family. The five common classes of foods are listed below under thiamine, riboflavin, and niacin in the order of their relative importance as sources of each of these vitamins in the average American diet. Notice that the principal cereal products—breads, flour purchased from the grocer for home use, and cereal breakfast foods—must be enriched, whole grain, and restored types. Under each class are listed important sources of these vitamins in the average American diet.

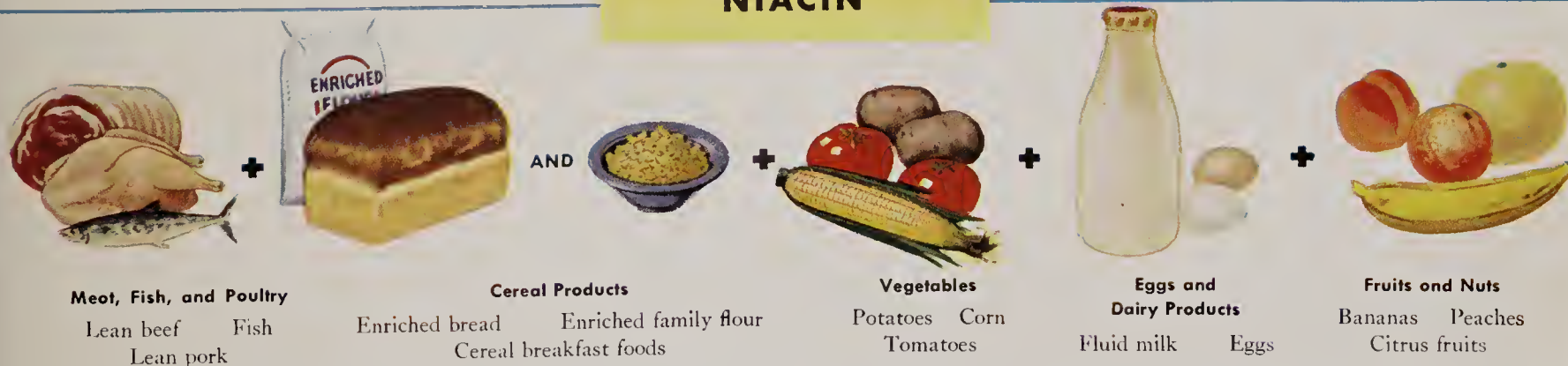
THIAMINE



RIBOFLAVIN



NIACIN



In order to conserve the maximum amount of the B vitamins, care must be used in cooking. The B vitamins are soluble in water. For this reason, the use of a minimum amount of water in the cooking of vegetables and fruits is strongly recommended. Cooking and canning liquids should be con-

served—valuable nutrients are wasted when these liquids are discarded. Soda added to bring out or conserve green color in vegetables causes an unnecessary loss of thiamine. Over-cooking of food and holding foods at high temperatures after cooking causes unnecessary loss of thiamine.

ENRICHED AND RESTORED CEREAL PRODUCTS are important sources of *thiamine, niacin, riboflavin, and iron*

New developments in the manufacture of flour and cereals include enrichment and restoration as means of increasing nutritive values.

These new types of food products are discussed below.



What is Enriched Flour?

Enriched flour is white flour, the thiamine, niacin, riboflavin, and iron values of which have been *substantially increased* over those naturally contained in white flour.

Leading scientists and government authorities, working with interested consumers and with representatives of the milling and baking industries, agreed that the enrichment of white flour with these four nutrients would add very significantly to the nutritive quality of white flour and would thereby contribute to the improvement of the national diet. Specifications for the quantities of thiamine, niacin, riboflavin, and iron which must be contained in enriched flour have been established by our Federal government.

None of the required enrichment materials is present in enriched flour at a level less than about four times that



found in average unenriched white flour and two of them, thiamine and riboflavin, are present at levels of about seven times the quantities found in unenriched white flour. If all family white flour were enriched and all baked goods were made with enriched flour or the equivalent of these same enrichment ingredients added to the doughs, cereal products would contribute approximately 40% of the thiamine, 45% of the niacin, 24% of the riboflavin and 45% of the iron recommended as a suitable allowance for the diet of the average American. These percentages are based on the quantities of white flour normally included in the average American diet and the daily allowances for these four nutrients as recommended by the Food and Nutrition Board of the National Research Council.



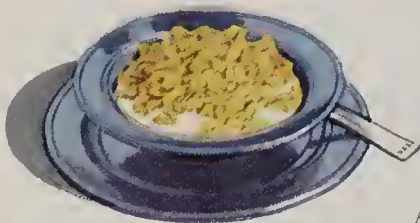
What is Enriched Bread?

Enriched bread is white bread in which the thiamine, niacin, riboflavin, and iron values have been *substantially increased* over the amounts naturally present in unenriched white bread.

Enriched bread carries the proportions of enrichment ingre-

dients that would be carried by bread made with enriched flour.

It can be made (1) by using enriched flour for breadmaking or (2) in commercial practice by adding the four essential nutrients required for enrichment in proper quantities to white-bread doughs.



What is a Restored Breakfast Cereal?

A restored breakfast cereal is a processed or refined breakfast cereal to which certain widely known essential nutrients have been added to bring the levels of these nutrients up to the averages found for the whole grain or mixtures of whole grains from which the processed or refined breakfast cereal was made. Although no official definition for restored breakfast cereals has been



established, it is generally understood that such cereals will carry whole grain levels of at least three important nutrients—thiamine, niacin, and iron. Some manufacturers also restore riboflavin to their processed or refined cereal breakfast foods.

Package labels should be read by those interested in the specific nutrients provided by cereal breakfast foods.

PLANNING FOR GOOD NUTRITION

PROTEINS

primarily for building and repair of soft tissues.

CALORIES

for furnishing body heat and energy.

MINERALS

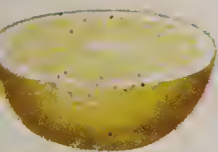
for regulating body processes, for development and upkeep of the skeleton and teeth.

VITAMINS

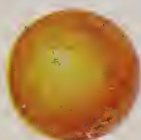
as aids for the development and upkeep of normal body structures, for smooth and efficient body functioning.

ASCORBIC ACID (vitamin C) is essential for the normal development and maintenance of the intercellular substances of our body tissues. This vitamin is very important for the development and upkeep of the skeleton and teeth.

*When you think of **ASCORBIC ACID**, think of these:*



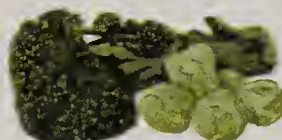
Grapefruit



Orange



Tomato



Green Leaves



Potatoes and White Turnips

INCLUDE A SERVING OF ONE OF THESE FOODS EVERY DAY

Broccoli, with buds
Brussels sprouts
Cabbage
Dandelion greens

Grapefruit, fresh or canned
Grapefruit juice
Kale
Mustard greens

Orange
Orange juice
Strawberries
Turnip greens

OR INCLUDE TWO OF THESE FOODS IN AVERAGE-SIZED SERVINGS EVERY DAY

Chard, Swiss
Muskmelon
Peppers, sweet

Potatoes, new
Spinach
Tomatoes, fresh

Tomatoes, canned
Tomato juice
Turnips, white

ASCORBIC ACID dissolves in cooking liquids and is rapidly destroyed in the presence of soda.

- All foods valued as a source of this vitamin should be cooked with as little water as is practical.
- Serve cooking liquids with the vegetables.

- Do not overcook. Do not use soda in cooking.
- Avoid fine chopping of raw leafy vegetables.
- Serve foods immediately after cooking.

Many of these foods provide the maximum amount of vitamin C when they are eaten raw.

OTHER NUTRIENTS

FATS contained in foods or eaten in the form of fat-spreads, cooking fats, and salad oils are largely used in the body as sources of heat and energy. However, a small amount of certain kinds of fats or fatty acids are known to be essential for growth and health. Corn oil, lard, olive oil, and egg yolks are rich sources of these nutritionally essential fats. However, the essential fats are so widely distributed in common foods that no special consideration in food selection is necessary in order to provide them in the diet in adequate amounts.

VITAMIN K is essential for the normal clotting of blood. Under ordinary conditions our bodies are well-supplied with this vitamin. Green leafy vegetables, egg yolks, and soybeans are potent food-sources of this vitamin. Chemists have prepared more potent sources of vitamin K than are provided by foods, and these forms are available to physicians for medicinal purposes.

VITAMIN E is essential, at least for certain species of animals, for reproduction, prevention of degeneration of muscles and of certain injuries to the nervous system. The importance of this vitamin in human nutrition has not been well-established, but it would seem that it promotes efficient use of vitamin A in the body. It also improves the keeping-qualities of vitamin A in oils and vitamin A-concentrates. Vitamin E is widely distributed in foods. Wheat germ oil and green leafy vegetables are potent sources of vitamin E.

CONSERVING MINERALS AND VITAMINS



THIS IS **WASTE**

Overcooking vegetables

THIS IS **THRIFT**

Cooking vegetables until they are just tender ...not mushy



THIS IS **WASTE**

Draining cooking or canning liquid into the sink

THIS IS **THRIFT**

Using cooking liquid for gravies



THIS IS **WASTE**

Holding vegetables too long before serving

THIS IS **THRIFT**

Serving vegetables as soon as they are cooked



THIS IS **WASTE**

Discarding beet and turnip tops and green leaves on cauliflower

THIS IS **THRIFT**

Cooking these green leaves as a vegetable



THIS IS **WASTE**

Using large amount of cooking water

THIS IS **THRIFT**

Using small amount of cooking water



THIS IS **WASTE**

Starting in cold water

THIS IS **THRIFT**

Starting in boiling water

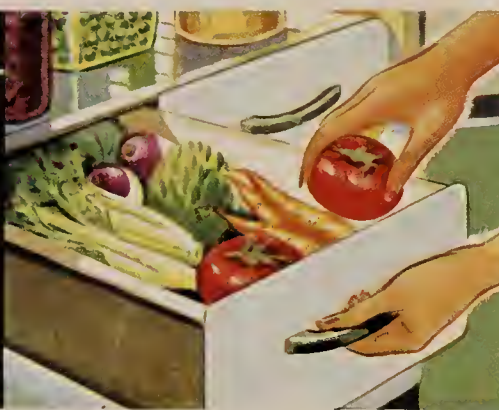


THIS IS **WASTE**

Storing fresh, leafy vegetables in warm place

THIS IS **THRIFT**

Storing fresh garden foods in a cool, moist place



THIS IS **WASTE**

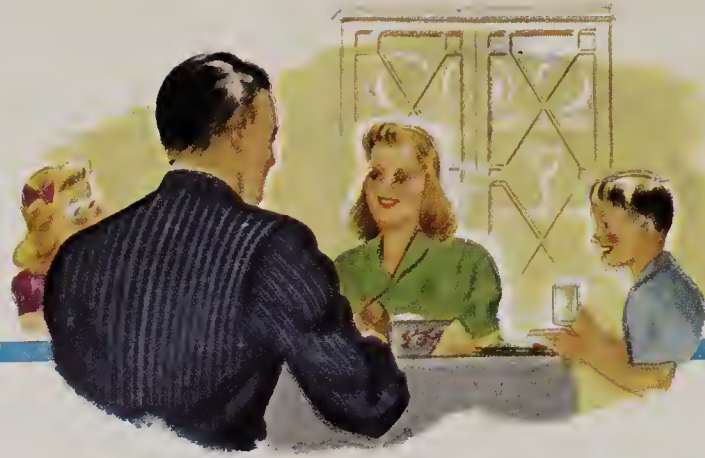
Adding soda to green peas destroys vitamins

THIS IS **THRIFT**

Cooking vegetables properly will retain color. Do not use soda



We can get all the Vitamins, all the Minerals, all the Proteins, all the energy values we need, from foods . . . if we learn how to use them



THE FUTURE

The future challenges as never before. New sources of goods and energy are on the verge of being tapped . . . and out of a courageous approach based on the willingness and ability to take new risks, a standard of living can be achieved to dwarf all previous heights. We in General Mills hope to play a modest role in bringing these benefits to the whole people.

New foods...new ideas...for a better world



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MINNEAPOLIS 15, MINNESOTA

Makers of Enriched Family Flours, Cake Flours, Bakers' Flours, Whole Wheat and Rye Flours, Semolina, Ready-To-Eat Cereals restored to original whole grain levels in important vitamin and mineral values, Hot Wheat Cereal and Rolled Oats, Prepared Cereal Mixes, Soup Ingredients, Food Supplements—such as vitamin D for fluid milk and pharmaceutical products, purified wheat germ and wheat germ oils—Prepared Animal Feeds, Soybean Products, Wheat by-products such as starch and gluten.

...dedicated to better nutrition for the American people

